Flutie on Ford Ranger ad team

Hot sports property Doug Flutie has filmed a Ford Ranger TV commercial. Flutie, quarterback of the USFL New Jersey Generals, uses the truck to relive a much-heralded touchdown pass he hurled while a Boston College phenom last fall. The commercial was filmed in the Rutgers Stadium.

GM develops hand control to help disabled drivers

By Geoff Sundstrom
Washington Reporter

WASHINGTON.—General Motors last week displayed a new hand-control device for physically disabled drivers that will be available as a dealer-installed option for some 1986 vehicles.

The device was developed by a disabled engineer at GM Advanced Product Engineering. Other engineers from Advanced Product Engineering and Saginaw Steering Gear Division also contributed to the control.

The unit will be marketed through Saginaw Steering Gear and manufactured by Euclid Industries, Bay City, Mich.

GM Vice Chairman Howard H. Kehrl said the control will be compatible with most full-size and mid-size GM cars and vans. He said it can be retrofitted to certain current model GM vehicles and is designed to be reusable. Saginaw Steering Gear is working to make it adaptable to all GM products.

Kehrl said the device should sell for about $300 installed and that it can be used with other GM equipment, including tilt-wheel.

Paul L. Ulrich, the GM engineer who developed the device, said it has a number of advantages for disabled drivers. The single hand control operates both the throttle and the brake. It is compact and attaches to either the right or left side of the steering column without the need for any major modifications to the vehicle.

The device does not interfere with the standard throttle and brake, he said, which permits the vehicle to be driven in a conventional manner. Also, the control will not impede steering column compression in the event of a frontal accident.

Ulrich said the device will be backed by GM warranties and that all GM dealers will be able to service the system. Ulrich said that many of the controls now on the market are available only by mail-order and that expert installation is often difficult to obtain.

Ulrich said the device has been thoroughly tested and that Veterans Administration approval is expected before it goes on sale. The VA has programs to pay for the installation of such systems needed by disabled veterans.

GM also plans to make the device available for evaluation by those who are interested in purchasing it, either through demonstrator vehicles or through the use of video presentations.

Margaret Heckler, Secretary of Health and Human Services, praised GM for offering the device.

The hand-control device is the first optional-equipment item introduced by Saginaw Steering Gear since the tilt steering wheel in 1962.

Separately, the American Automobile Assn. has published a book for the mobility-impaired called The Handicapped Driver's Mobility Guide.

The book is available from AAA and provides tips on the selection of mobility aids as well as a state-by-state listing of mobility-aid suppliers. Sources of additional information on mobility for the disabled are also listed.

Sawdon & Bess adds three Cadillac groups

NEW YORK.—Three more Cadillac dealer advertising groups, including the largest in the U.S., have selected Sawdon & Bess as their agency.

The three are San Diego, Northeast Indiana and Southern Cadillac Dealers Marketing Assns. The southern group, the largest anywhere, includes 88 dealers in Tennessee, Alabama, South Carolina and Georgia.

The three groups represent $2.5 to $3 million combined billings for 1985, the agency said. It currently handles Cadillac and Pontiac dealers in Los Angeles and Pontiac in San Diego. Seven agencies competed for the new Cadillac business.

Show biz

John H. Londoff, right, Johnny Londoff Chevrolet, St. Louis, presents a contribution from St. Louis automobile dealers to Sammy Davis Jr., star of the 1985 St. Louis Variety Club Telethon. Londoff was chairman of the 19-hour charity event.

Down 38 for first quarter

Domestic dealer total declines

Continued from Page 1

losses were pretty evenly divided in the first quarter. Six makes went up, five went down and three were unchanged. The gains and losses ranged from four to 11 outlets.

All three Chrysler Corp. makes added franchises—eight for Dodge, five for Chrysler and four for Plymouth. Mercury picked up 10 spots, Lincoln showed an increase of eight and Renault was up four.

There were declines of 11 franchises for Ford, 10 for Chevrolet, five for Buick, five for AMC and five for Volkswagen. Cadillac, Oldsmobile and Pontiac were unchanged for the period.

Chrysler Corp. had 3,989 car dealerships on April 1, one more than at the beginning of the year. In the first quarter of 1984, Chrysler added 30 locations.

Franchise totals on April 1 were Chrysler, 3,028; Plymouth, 2,984, and Dodge car, 2,901.

In addition to its 3,989 car dealers, Chrysler has five that handle only Dodge trucks. They are not included in the corporation's car-dealership total or in the Dodge car-franchise total.

Ford Motor's 5,553 car outlets compared with 5,564 at the beginning of this year. Last year, Ford had a gain of seven in the January-March period.

Franchise counts on April 1 were: Ford car, 4,721; Mercury, 2,748, and Lincoln, 1,586.

Ford Motor has 116 dealerships that handle only Ford heavy-duty trucks. They are not included in the dealership total for the company or in the franchise total for Ford Division.

At GM, the latest figure of 9,945 car dealers is down 20 from 9,965 on Jan. 1. The drop was steeper than the decline of 10 spots in the first quarter of 1984.

Franchise totals on April 1 were: Chevrolet, 5,110; Oldsmobile, 3,200; Pontiac, 3,010; Buick, 2,970, and Cadillac, 1,610.

AMC-Renault held steady for the quarter with a change of only three dealerships. There were 1,462 as the quarter ended, compared with 1,465 at the beginning of 1985.

It was the second stable quarter in a row; the dip was three in the fourth quarter of 1984. In the first quarter last year, AMC-Renault was down 15 outlets.

Franchise totals on April 1 were AMC, 1,392; Renault, 1,345.

AMC-Renault dualing is little changed from the first of the year. Of the 1,462 dealerships, 1,275 handle both makes. AMC has 746 duals with Big Three cars, unchanged from Jan. 1, and Renault is still involved in about 90 percent of them. Another 68 outlets have AMC and Volkswagen, and about half of them include Renault.

Volkswagen opened the year with 899 dealers and had 894 on April 1. VW's experience was about the same as in the first quarter of 1984, when it had a decline of six outlets.

VW has about 150 duals with other makes of U.S. cars, unchanged from the beginning of 1985.

The total of 20,864 domestic-car dealerships in operation on April 1 was up 16 from the 20,848 counted a year earlier.

Chrysler Corp. and Ford Motor Co. were the big winners. Chrysler added 95 dealers and Ford added 38. There were dips of 85 for GM, 49 for AMC-Renault and six for VW. That's an agggregate decline of seven. A change in the number of intercorporate duals gave the industry a net gain of 16 outlets for the April-to-April period.

U. S. FRANCHISES

	April 1, 1985	Jan. 1, 1985
AMERICAN MOTORS-RENAULT		
AMC	1,392	1,397
Renault	1,345	1,341
CHRYSLER CORP.		
Chrysler	3,028	3,023
Dodge	2,901	2,893
Plymouth	2,984	2,980
FORD MOTOR CO.		
Ford	4,721	4,732
Lincoln	1,586	1,578
Mercury	2,748	2,738
GENERAL MOTORS		
Buick	2,970	2,975
Cadillac	1,610	1,610
Chevrolet	5,110	5,120
Oldsmobile	3,200	3,200
Pontiac	3,010	3,010
VOLKSWAGEN	894	899

Copyright, 1985, Automotive News

Ford Team Taurus concept is blueprint for future cars

Continued from Page 2

cally by either robots or hard automation.

"We also have modular assembly that is going on the frame," he said. "That's a separate line with about 14 or 15 automatic stations where different parts are put onto a cradle on the frame."

He also mentioned modular assembly of the doors, which are attached to the car in the body shop and undergo painting and corrosion protection applications with the body.

The doors, which are designed with pins so they can be removed easily, are then routed down their own modular line for trimming and wiring, while the rest of the car travels the trim line for interior work. At the end of the trim line, the doors are reunited with the body.

He said interior work is much easier without doors to contend with and this boosts productivity of assemblers.

Veraldi said Taurus was a clean-sheet project from top to bottom, allowing the car to escape possibly expensive patchwork later in life. While the Fiesta was done by Ford of Europe from a clean sheet, he said the car required costly preparations for the U.S. when the fuel crisis necessitated exportation of the subcompact to North America.

"On Taurus/Sable, part of the team was the legal and safety people," Veraldi said. "We met with them way up front and said this car is going to be here for a seven- or eight-year life cycle. We asked them to tell us what anticipated laws we should bake in. So, as a result, many things are built into the car without penalties because we did it going in."

The car could also be adapted to the European market, although he said there are currently no plans to export the vehicle.

"We went to the Ford world people and asked if they would be interested in it," he said. "We got all of their legal and safety requirements, so that if Europe did say next week or next month or next year they wanted that car, it would meet their requirements as well. We've designed the car for right-hand drive."

Word from Europe is that Taurus/Sable styling would be acceptable to European tastes.

"They've told us that," Veraldi said. "But right now, their flagship over there is the Granada, which is called the Scorpio now on the Continent. It's a smaller package than what we have, but it's big enough for them. If they ever want to get into the upper-class market, this would be available to them."

While Ford of Europe has reportedly shown some interest in the product, Veraldi said it isn't going to be exported any time soon.

Ford is planning to sell about 2.5 million Taurus and Sable models by the end of the decade, or about 500,000 a year. The cars are expected to be priced between $8,200 and $12,200.

AMC awaits compact car from Renault

Continued from Page 2

agreement can be reached with Matra.

Mowrey noted that AMC, long regarded as the U.S. industry's small-car company, won't necessarily stay in the subcompact segment.

"We're not welded to the subcompact market," he said. "If it becomes unprofitable, I'm sure the company would look hard at it. We're in subcompacts right now for two reasons—we wanted to get into the entry-level business in the U.S., and Renault had a very good product (Alliance and Encore) that we could put into production in the U.S. and become very successful."

However, Alliance/Encore sales have dipped in recent months as the subcompact segment in the U.S. has grown soft. Sales of the U.S.-built Renault twins are off about 35 percent for the year.

High court action may extend car's 'useful life'

Continued from Page 2

A GM spokesman expressed disappointment over the Supreme Court action because the "EPA ruling substantially expands the manufacturer's liability for emission recalls."

GM added it is "reviewing its options with respect to any alternatives that might be appropriate at this time."

It is not clear what alternatives are available to GM since a court has held against GM's "offset" proposals—that is, producing cars that exceed emissions standards in order to "offset" those that don't.

If GM has in mind a legislative remedy, that is not a likely happening this session of Congress, despite efforts by aftermarket associations to reduce the Clean Air warranty to two years or 24,000 miles to allow the use of independent repair shops and non-original-equipment replacement parts.

Defense fund established; New Jersey first target

FDA set to fight overdealering

Continued from Page 1

state Motor Vehicle Commission.

The hearing was being held last week at presstime.

But, Mullane said, "There is a flaw in the New Jersey law covering added points. It states that in such a hearing, the loser is subject to pay the winner's legal costs.

"While this is no hardship for the multibillion-dollar company, it is a great deterrent for dealers, and a number of possible contested actions have gone by the boards for this reason alone," Mullane said.

The East Orange issue is a particularly sore point for Mullane since the company did pull out of that city and Chevrolet also closed its dealership there.

To add fuel to the fire, Mullane said dealers in the North Bergen area have received letters from the company notifying them that Ford wants to open a point in that town —a company-owned store. But this particular issue does not involve Mullane's dealership directly. Mullane's dealership is in Bergenfield, N.J.

The five dealers who went further brought action against Ford before the Motor Vehicle Franchise Committee which was established under the New Jersey motor vehicle franchise law and is comprised of the director of motor vehicles, the secretary of commerce and the director of consumer affairs.

This committee has the power to appoint an adminstrative law judge to hear the case. This is the action that is being taken.

The issue was kept quiet because the dealers attempted to handle it "in-house," according to informed sources.

The dealers contend that East Orange is a "blighted area" and that they are really only three units below Chevrolet registrations in that city.

Apparently, this is the beginning of another battle that is to be waged by the FDA. Mullane said there are nine open points in the district and "we're all at risk. To let them put in the dealer without a murmur in one zone is virtually inviting them into all the others."

In an interview with Automotive News, Mullane acknowledged that he was occupied with the national issue of fleet subsidies, but overdealering has long been a cause with him, he said.

For years he has attacked manufacturers for establishing dealer points in close proximity to each other. He insists that dealers should have breathing room.

But he stressed that the risk under New Jersey law is legal fees and since the the loser is obligated, this, in effect, silences the dealers.

If this fund takes off as Mullane anticipates, it will be a first in the nation. Mullane made it clear he expects dealers in the district to donate $500 per year to maintain the fund.

Mullane further contends this issue is of national proportions. According to Mullane, Ford Motor Co.'s Ford and Lincoln-Mercury divisions added 139 franchises in 1984. However, the total car production of the divisions was less than in 1983. He maintained that while Ford was adding more dealers, it was building fewer cars for the dealers to sell.

Mullane said this issue has become "open warfare" since they (the manufacturer) want "dealers on every corner."

Armstrong acquisition

NEW HAVEN, Conn.—Armstrong Rubber Co. announced that Blackstone Corp. has become its wholly owned subsidiary. Blackstone, headquartered in Jamestown, N.Y., makes heat-transfer equipment for the automotive market.

New GM plant at Fairfax goes to CPC Group

Continued from Page 2

That GM-10 will replace the Buick Century and Regal, Oldsmobile Cutlass Ciera and Cutlass Supreme and Pontiac 6000 and Grand Prix.

The plant will be highly automated, resulting in more skilled labor and the loss of several hundred jobs. Retirements and other forms of attrition should eliminate layoffs, CPC said. There are 5,250 hourly workers at the current facility.

Plans for the new facility include a contiguous metal stamping plant, the newest material handling technology, greater manufacturing flexibility and product convertibility and more efficient use of energy.

The metal stamping plant will turn out all major exterior panels for the cars, including hoods, fenders, quarter panels, roofs and doors.

The paint shop will have robotic sealing and painting. The assembly line will be able to handle complex numbers of parts, options, combinations and build sequences.

The material control and handling facilities will use paperless shipping and receiving and "point-of-use" receiving, with no point farther away than 350 feet.

Fairfax II will be located on the Fairfax Airport property. GM has a 30-year lease with Kansas City for that land.

The new plant manager is Augustine M. (Gus) Beirne, who has been manager of the Framingham (Mass.) facility.

Other CPC assembly plants are in Arlington, Tex.; Bowling Green, Ky.; Doraville, Ga.; Framingham, Mass.; Lakewood, Ga.; Linden, N.J.; Norwood, O.; Oklahoma City; Oshawa, Ont.; Pontiac; Pontiac (Fiero); Ste.Therese, P.Q.; Tarrytown, N.Y.; Van Nuys, Calif., and Wilmington, Del.

The Buick-Oldsmobile-Cadillac Group is responsible for assembly operations at Flint; Detroit Fleetwood-Clark; Detroit/Hamtramck; Lansing; Janesville, Wis.; Leeds, Mo.; Lordstown, O.; Wentzville, Mo.; Orion, Mich., and Willow Run, Mich.

New technology is tool-show star

DETROIT.—A machine tool show called one of the largest by its sponsors is running this week at Cobo Hall here.

The emphasis is on new machinery and controls, and some 30,000 persons are expected to view the $34 million in manufacturing equipment being shown by 400 exhibitors. Many of the 1,000 machines are working on the show floor.

The International Tool & Manufacturing Engineering Conference and Exposition is sponsored by the Society of Manufacturing Engineers, which calls it new technology's showcase. There also are 35 workshops and technical sessions. They will cover topics ranging from artificial intelligence to advanced composites and the management of technological change.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
FEBRUARY, 1985 VERSUS FEBRUARY, 1984

	1985		1984	
	Month	Year	Month	Year
AMC Alliance FWD	6,543	11,868	7394	15730
Encore FWD	4254	7845	52153	11,198
Spirit	0	0	0	0
Concord	0	0	0	0
Concord SW	0	0	0	0
Eagle 4WD	161	427	352	786
Eagle 4WD SW	883	2,260	1,466	3,435
TOTAL AMC	11,841	22,400	14,427	31,149
Chrysler Laser FWD	4,164	7,746	4,070	7,910
LeBaron GTS FWD	2,686	5,275	0	0
LeBaron FWD	6,314	12,377	6,312	11,668
LeBaron SW FWD	557	1,194	826	1,666
E Class-NY FWD	4,478	9,271	6,850	13,406
Cordoba	0	0	0	0
NY Fifth Ave-Newpt	7,553	15,193	5,201	9,830
Imperial	0	0	0	0
Total	25,752	50,786	23,259	44,480
Plymouth Horizon FWD	10,639	18,065	6,124	12,413
Turismo FWD	6,247	9,962	3,256	6,270
Reliant FWD	7,925	17,814	8,514	16,471
Reliant SW FWD	2,406	5,069	3,266	6,475
Caravelle FWD	2,633	5,620	0	0
Gran Fury	1,287	2,667	967	1,605
Total	31,140	59,197	22,127	43,234
Dodge Omni FWD	8,528	14,346	5,041	10,281
Charger FWD	6,536	10,620	3,879	7,192
Daytona FWD	3,831	6,848	3,169	6,337
Aries FWD	7,586	15,561	7,088	13,000
Aries SW FWD	1,958	4,184	2,893	5,861
Lancer FWD	2,499	4,543	0	0
600'84/400'83 FWD	4,480	9,086	4,559	8,520
Diplomat	2,816	5,843	1,014	1,868
Mirada	0	0	0	0
Total	38,234	71,031	27,643	53,059
TOTAL CHRYSLER CORP.	95,126	181,014	73,029	140,773
Ford Escort FWD	22,416	46,718	19,537	39,762
Escort SW FWD	5,662	12,004	6,507	13,357
EXP FWD	2,874	5,720	1,748	3,036
Fairmont	0	0	0	0
Tempo FWD	21,475	42,684	20,215	42,129
LTD	10,239	22,007	10,333	21,699
LTD SW	2,994	6,284	4,164	8,568
LTD Crn. Victoria	9,860	19,271	9,322	17,665
LTD Crn. Victoria SW	1,953	3,940	2,331	4,772
Mustang	12,070	25,069	11,606	21,005
Thunderbird	10,372	21,595	12,976	26,062
Total	99,915	205,292	98,739	198,055
Lincoln Town Car	8,491	16,900	4,617	8,198
Mark VII	2,241	4,094	3,374	6,765
Continental	3,265	5,977	1,624	3,034
Total	13,997	26,971	9,615	17,997
Mercury Lynx FWD	4,776	9,366	4,124	8,411
Lynx SW FWD	1,017	2,085	1,118	2,269
LN7 FWD	0	0	0	0
Capri	1,228	2,529	2,042	3,476
Zephyr	0	0	0	0
Topaz FWD	5,688	11,390	6,102	12,741
Marquis	6,615	13,138	6,252	11,580
Marquis SW	685	1,481	1,056	2,108
Grand Marquis	9,033	17,479	9,076	16,451
Grand Marquis SW	944	1,963	1,170	2,277
Cougar	8,407	17,175	9,037	17,524
Total	36,393	76,606	39,977	76,837
Lincoln-Mercury Division Total	52,390	103,577	49,592	94,834
TOTAL FORD MOTOR CO.	152,305	308,869	148,331	292,889
Buick Skylark FWD	8,025	16,442	7,594	15,086
Skyhawk FWD	5,535	11,044	6,670	11,750
Skyhawk SW FWD	518	1082	701	1,337
Somerset Regal FWD	5,950	11,267	0	0
Century FWD	13,029	26,924	12,666	24,811
Century SW FWD	2,005	4,211	1,914	3,365
Regal	8,734	17,131	15,206	31,115
Regal SW	0	0	0	0
LeSabre	10,316	21,412	11,563	21,822
Electra	0	0	5,895	11,625
Electra FWD	4,918	10,281	102	107
Buick SW	1,163	2,475	1,095	2,155
Riviera FWD	4,254	8,569	4,282	8,488
Total	64,447	130,818	68,688	131,661
Cadillac DeVille	305	737	9,547	19,335
DeVille FWD	6,652	13,245	62	113
Cimarron	1,127	2,076	1,519	2,979
Fleetwood & Chassis	3,511	7,552	3,796	7,945
Fleetwood FWD	2,709	5,379	19	58
Eldorado FWD	4,793	9,983	5,107	10,640
Seville FWD	2,271	4,900	2,643	5,431
Total	21,368	43,872	22,693	46,501
Chevrolet Chevette	11,036	22,961	15,419	29,893
Camaro	15,204	30,248	15,804	27,924
Cavalier FWD	23,787	47,669	19,880	37,508
Cavalier SW FWD	5,314	10,647	6,196	12,602
Citation FWD	5,395	11,275	5,381	11,522
Malibu	0	0	810	43,992
Malibu SW	0	0	407	41,505
Celebrity FWD	17,858	34,918	18,330	36,215
Celebrity SW FWD	5,536	11,338	5,979	9,516
Monte Carlo	8,447	15,412	10,964	20,588
Impala	3,878	7,891	4,071	7,525
Caprice	10,553	21,838	11,113	22,031
Chevrolet SW	4,150	8,683	4,096	8,257
Corvette	2,711	5,489	2,420	4,616
Total	113,869	228,369	119,653	228,197
Oldsmobile Omega FWD	0	0	3,657	7,278
Firenza FWD	3,311	6,827	3,299	6,088
Firenza SW FWD	778	1,604	1,036	1,938
Calais FWD	7,671	14,764	0	0
Cutlass Ciera FWD	19,113	35,622	16,151	31,512
Cutlass Ciera SW FWD	2,992	5,995	2,412	4,505
Cutlass Supreme-Calais	15,845	31,730	30,069	55,580
Cutlass SW	0	0	135	17,454
Delta 88	14,332	29,317	17,205	32,744
98	0	0	9,173	18,088
98 FWD	8,164	16,382	156	206
Oldsmobile SW	1,640	2,930	2,269	4,650
Toronado FWD	2,667	5,601	3,107	6,458
Total	76,513	150,772	88,534	169,047
Pontiac 1000	1,708	3,794	2,110	4,349
Firebird	7,041	13,533	7,709	14,184
Sunbird FWD	7,277	14,070	7,292	14,145
Sunbird SW FWD	618	1255	909	1,786
Grand Am FWD	7,439	14,337	0	0
Phoenix FWD	0	0	1,036	2,288
Bonneville	4,249	7,817	6,113	11,517
Bonneville SW	0	0	234	12,789
6000 FWD	8,848	17,113	7,819	14,935
6000 SW FWD	922	2,000	1,521	2,591
Grand Prix	4,667	8,529	5,904	11,554
Parisienne	3,639	7,711	2,795	5,304
Pontiac SW	981	2,123	1,043	2,061
Fiero	5,604	10,484	8,325	15,257
Total	52,993	102,766	52,576	99,971
TOTAL GM CORP.	329,190	656,597	352,144	675,377
Miscellaneous Domestic	23	30	15	42
Domestic Station Wagon Total	45,676	94,787	53,968	105,551
Domestic Grand Total	588,485	1,168,910	587,946	1,140,230
Import Total	201,587	409,927	194,381	389,328
Grand Total All Registrations	790,072	1,578,837	782,327	1,529,558

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. New York and Oklahoma registrations compiled from manufacturers' sales records.

5 days ahead of 1984

Year's output passes 3 million

By Louise Kerteaz
Detroit Reporter

U.S. makers built their three-millionth car of the year last Thursday (May 2), five days ahead of 1984.

So far this year, 3,052,599 cars have been assembled, 2.0 percent more than the 2,992,790 completed last year at this point.

Last week, the manufacturers scheduled assembly of 184,258 cars, 2.38 percent more than the previous week's 179,980 and 11.29 percent better than the year-ago week's 165,571.

The previous week's output fell some 8,000 units short of projection, mainly due to underbuilding at General Motors.

Companies shared last week's estimated production as follows: GM, 57.07 percent; Ford Motor Co., 20.63 percent; Chrysler Corp., 16.93 percent; American Motors, 1.98 percent; Honda of America Mfg. Co., 1.71 percent; Volkswagen of America, 1.09 percent; Nissan Motor Mfg. Co., U.S.A., 0.34 percent, and New United Motor Mfg. Co., 0.25 percent.

GM's Willow Run (Mich.) plant, which produced the X-car (Skylark, Citation), closed Thursday for conversion to the GM70 cars. The closing idles 5,000 workers.

The plant is scheduled to reopen Sept. 30.

GM auto plants working two overtime shifts Saturday (May 4) were: Framingham, Mass.; Oklahoma City; Leeds, Mo., and Lordstown, O.

Chrysler plants in Belvidere, Ill., and St. Louis (No. 1) were scheduled to work two overtime shifts Saturday.

Chrysler plants slated to operate two nine-hour daily shifts this week (May 6) are: Belvidere; Newark, Del., and St. Louis (Nos. 1 and 2).

Chrysler's Jefferson (Detroit) plant is scheduled to work two 8½-hour daily shifts this week.

Ford has scheduled daily overtime this week at its plants in Chicago; Lorain, O.; Dearborn; Edison, N.J.; Wayne, Mich., and Kansas City.

Overtime is slated at Ford's Lorain plant Saturday, May 11.

AMC's Kenosha plant is down this week for one week for inventory adjustment.

Lincoln drops turbodiesel; buyers just didn't want it

By Richard Johnson
Detroit Reporter

Ford Motor Co. is no longer offering a turbodiesel option on its Lincoln Continental and Mark VII models, according to Lewis C. Veraldi, vice president—large and luxury car engineering and planning.

In an interview with Automotive News, Veraldi said the 2.4-liter, BMW-built six-cylinder engine has been dropped because of a low rate of installations. The turbodiesel was introduced by the company just over a year ago.

Earlier this year, former Lincoln-Mercury General Manager Robert Rewey told Automotive News that the division would eventually stop offering the engine. He said at the time that no final decision had been made on whether to eliminate the option for the 1986 model year. But Veraldi said last week that the option has already been stricken from among Ford's engine offerings.

"There was no take," he said. "Nobody wants it. It's a good engine—from a noise-vibration point of view, it is probably one of the better diesels. But our customers told us they didn't want it, so we dropped it a couple of months ago. Why have all the complexity when we don't need it?"

He said Ford has no plans to discontinue the 2.0-liter four cylinder diesel, built by Mazda, that is offered as an option in the Ford Escort and Tempo and Mercury Lynx and Topaz.

By the time Ford introduced its turbodiesel in early 1984, diesel acceptance had withered badly in the U.S. market.

Installations have dropped precipitously in recent years as gasoline prices stabilized and oil burners were victimized by negative publicity stemming from alleged problems with a V-8 diesel built by Oldsmobile and installed in Olds, Cadillac, Chevrolet, Pontiac and Buick models from 1978 through 1981.

During the 1984 model year, 2,367 turbodiesels were ordered in Mark VIIs, or 7.1 percent of all Mark VII engine installations. The company reported that 1,371 turbodiesels were placed in Continentals, or 4.5 percent.

Ford originally agreed to buy 190,000 turbodiesel engines from BMW over a three-year period, but scaled the order back to 90,000 in 1983. According to BMW sources in Europe, Ford is committed to paying for a minimum number of engines no matter how many the U.S. auto maker decides to accept.

Hyundai promotes Gibbons

TORONTO.—Hyundai Auto Canada, Inc., has appointed Norman Gibbons senior vice president and chief operating officer. He was formerly vice president, sales and service.

Truck production dips 2 pct. from six-year high

Domestic truck makers scheduled a build of 71,405 units last week, down 2.11 percent from the previous week's 72,947, which was the highest weekly production since the week ended June 16, 1979, when 73,990 trucks were assembled.

The previous week's total marked the third consecutive week of the highest production levels since June, 1979.

Last week's truck output was 13.88 percent better than the year-ago week's 62,700.

General Motors plants working two overtime shifts Saturday (May 4) were: St. Louis, Pontiac (No. 5) and Lordstown, O.

GM's Detroit plant worked one shift Saturday.

Chrysler Corp. slated two nine-hour daily shifts this week (May 6) at its plant in Warren, Mich.

Ford Motor Co. scheduled daily overtime this week at the following plants: Lorain, O.; Wayne, Mich.; Kansas City; Norfolk; Twin Cities, and Louisville.

Saturday (May 11) overtime is scheduled at Ford's Twin Cities plant.

Canada builds 26,091 cars, a two-year high

Canadian car makers scheduled 26,091 units last week, 9.19 percent more than the previous week's 23,894 and the highest weekly production since the 27,994 units built during the week ended May 14, 1983.

Last week's output was 10.24 percent better than the year-ago week's 23,667.

Truck makers targeted a build of 18,921 units last week, about the same as (down 0.15 percent) the previous week's 18,892 but 3.47 percent more than the year-ago week's 18,287.

Year-to-date, 318,317 trucks have been built, 6.38 percent more than the 299,227 assembled last year at this time.

With the scheduling of 2,600 Plymouth Voyagers, 2,901 Dodge Caravans and 607 Mini Ram Vans, the T-115 build at Chrysler Corp.'s Windsor (Ont.) plant topped 100,000 last week, reaching 102,235.

U.S. CAR PRODUCTION

	Week Ended May 4, 1985	Week Ended May 5, 1984	Week Ended April 27, 1985	April Est.	Jan. 1 to May 5, 1984	Jan. 1 to May 4, 1985
AMERICAN MOTORS	3,650	4,801	3,594	8,704	69,057	36,413
Renault Total	3,650	4,801	3,594	8,704	69,057	36,413
Alliance	2,150	2,716	2,240	5,261	37,268	21,613
Encore	1,500	2,085	1,354	3,443	31,789	14,800
CHRYSLER CORP.	31,200	25,677	31,000	129,431	468,706	483,500
Plymouth Total	8,900	8,530	9,318	38,440	139,738	141,254
Horizon	3,800	4,075	3,660	14,254	57,102	50,216
Reliant	4,000	3,693	4,306	18,084	72,723	64,442
Caravelle	900	210	980	4,412	3,286	20,010
Gran Fury	200	552	372	1,690	6,627	6,586
Chrysler Total	9,800	8,634	9,392	39,836	154,926	159,208
LeBaron	1,800	2,655	1,963	8,649	46,457	39,779
LeBaron GTS	2,500	0	2,460	10,161	0	32,389
Laser	1,700	1,637	1,255	5,147	28,368	18,939
New Yorker/E-Class	1,500	2,302	1,528	6,504	38,165	26,267
Fifth Avenue	2,300	2,040	2,186	9,375	41,936	41,814
Dodge Total	12,500	9,513	12,290	51,155	174,042	183,038
Omni	3,600	3,089	3,645	14,429	53,384	52,719
Aries	3,600	2,829	3,393	14,900	57,183	51,016
Daytona	1,200	959	936	4,156	21,928	16,382
Dodge 600	1,300	1,650	1,358	5,970	30,338	25,900
Lancer	1,800	0	1,896	7,795	0	24,466
Diplomat	1,000	986	1,063	3,905	11,209	12,555
FORD MOTOR	38,008	38,679	37,252	154,212	629,180	630,202
Ford Division	26,673	25,745	24,761	103,650	412,094	418,117
Escort	7,934	8,338	7,021	30,189	127,960	110,197
Mustang	4,402	3,150	2,981	14,428	46,163	83,429
LTD	6,384	4,231	6,151	25,762	82,797	89,469
Thunderbird	3,542	3,470	4,533	15,947	57,995	76,313
Crown Victoria	0	1,591	0	0	29,146	7,122
EXP	0	626	0	0	11,789	3,838
Tempo	4,411	4,339	4,075	17,325	56,244	67,749
L-M Division	11,335	12,934	12,491	50,562	217,086	212,085
Mercury Total	8,420	9,491	9,070	36,139	157,161	152,019
Lynx	1,315	1,337	2,272	6,396	25,837	25,992
Capri	659	490	330	1,485	6,672	7,202
Marquis	3,096	2,662	2,949	12,508	38,804	43,755
Cougar	2,611	2,119	2,445	11,466	36,539	49,324
Grand Marquis	0	2,023	0	0	33,377	4,733
Topaz	739	860	1,074	4,284	15,932	21,013
Lincoln Total	2,915	3,443	3,421	14,423	59,925	60,066
Continental	534	911	621	2,616	12,045	10,891
Lincoln	2,065	2,153	2,423	10,218	34,261	42,547
Mark VI/VII	316	379	377	1,589	13,599	6,628
GENERAL MOTORS	105,165	90,015	102,196	439,616	1,740,685	1,804,368
Buick Total	23,643	20,282	22,374	97,392	370,436	357,390
Skylark	1,669	2,017	2,460	9,949	34,860	40,953
Skyhawk	2,780	3,078	2,012	9,478	59,518	38,229
Somerset Regal	2,827	0	2,043	10,965	0	45,548
Century	7,117	4,729	6,360	26,620	81,514	85,780
Regal	2,955	4,687	2,979	11,529	81,554	40,057
LeSabre/Electra(rwd)/Ltz	2,760	3,537	3,095	13,944	83,911	49,796
Riviera	1,452	889	1,418	5,697	19,973	23,310
Electra(fwd)	2,083	1,347	2,007	9,211	9,106	33,717
Cadillac Total	6,902	5,571	7,271	30,933	124,100	135,237
Cimarron	517	304	538	2,273	7,226	10,329
Seville	682	877	791	3,393	15,134	15,126
Eldorado	1,313	1,662	1,480	6,362	27,966	28,004
Cadillac (rwd)	1,109	1,458	1,179	5,138	63,876	19,911
DeVille (fwd)	3,281	1,270	3,283	13,767	9,878	61,867
Chevrolet Total	34,094	31,852	34,989	145,413	598,353	628,404
Chevette	3,015	5,434	3,680	13,663	85,104	57,013
Cavalier	10,409	8,245	10,030	42,405	149,163	175,471
Celebrity	6,122	6,835	5,806	25,384	108,342	105,363
Camaro	4,963	3,809	4,799	20,561	96,523	83,181
Citation	1,182	2,349	1,606	6,626	39,868	28,664
Malibu/El Camino	0	829	0	0	12,576	0
Monte Carlo	2,862	850	3,836	14,747	52,196	57,473
Chevrolet	4,541	2,894	4,284	18,062	42,471	105,745
Corvette	1,000	607	946	3,965	12,112	15,494
Oldsmobile Total	25,662	21,242	26,235	108,606	437,632	452,503
Omega	0	1,059	0	0	19,368	0
Firenza	1,420	1,809	1,305	6,249	27,925	26,992
Cutlass Supreme	5,650	4,115	5,252	20,789	124,601	77,279
Cutlass Ciera	7,256	5,952	7,476	29,916	33,667	136,821
88/98 (rwd)	4,240	6,062	5,836	22,038	139,401	86,016
Olds 98 (fwd)	2,920	1,289	3,091	12,730	10,048	51,761
Calais	3,567	0	2,613	13,766	0	57,657
Toronado	609	956	622	3,208	16,622	15,977
Pontiac Total	14,864	11,068	11,327	57,183	210,162	230,834
Acadian**	0	649	239	956	7,893	5,065
2000 Sunbird	3,249	3,686	2,128	11,321	53,076	49,086
1000	390	1,320	398	1,793	16,518	10,915
Firebird	2,657	1,843	2,224	10,457	40,617	44,280
Phoenix	0	719	0	0	6,633	0
6000	1,527	0	1,212	5,050	0	13,161
Grand Prix/Bonville	0	0	0	0	29,733	0
Parisienne	1,357	269	986	5,051	11,596	24,105
Fiero	2,478	2,522	2,037	10,960	44,096	40,505
Grand Am	3,206	0	2,043	11,595	0	43,717
HONDA	3,150	2,851	2,950	13,432	43,643	57,558
NISSAN	630	0	557	1,908	0	2,682
NUMMI (Nova)*	455	0	455	1,587	0	3,080
VOLKSWAGEN	2,000	2,548	1,976	8,355	41,519	34,816
Total Cars, U.S.	184,258	165,571	179,980	757,245	2,992,790	3,052,599
Total Cars, Canada	26,091	23,667	23,894	96,077	400,071	355,734
N. American Cars	210,349	189,238	203,874	853,323	3,392,861	3,408,333
N. American Trucks	90,326	80,987	91,839	377,153	1,408,586	1,515,507
North American Cars and Trucks	300,675	270,225	295,713	1,230,476	4,801,449	4,923,840

*—Revised estimate.
**—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

CANADIAN CAR PRODUCTION

	Week Ended May 4, 1985	Week Ended May 5, 1984	Week Ended April 27, 1985	April Est.	Jan. 1 to May 5, 1984	Jan. 1 to May 4, 1985
AMERICAN MOTORS	400	609	0	906	8,720	3,898
FORD MOTOR	11,328	10,172	10,785	41,936	149,842	175,765
GENERAL MOTORS	14,138	12,661	12,884	52,290	237,589	172,207
VOLVO	225	225	225	945	3,920	3,864
Total Cars, Canada	26,091	23,667	23,894	96,077	400,071	355,734

TRUCK PRODUCTION IN U.S.☆

	Week Ended May 4, 1985	Week Ended May 5, 1984	Week Ended April 27, 1985	April Est.	Jan. 1 to May 5, 1984	Jan. 1 to May 4, 1985
CHEVROLET	24,029	18,770	24,738	99,872	352,085	406,412
DODGE	4,500	4,097	4,557	19,296	73,482	73,110
FORD	25,925	25,007	25,955	110,647	424,470	425,655
GMC	7,882	6,494	8,694	32,352	113,784	122,717
INTERNATIONAL	1,660	1,584	1,799	7,305	26,253	28,592
JEEP	4,350	3,721	4,100	15,154	66,990	69,910
NISSAN	1,270	1,977	1,334	5,960	32,757	37,469
AM GENERAL	50	50	50	210	940	870
MISCELLANEOUS	1,739	1,000	1,720	7,232	18,600	32,455
Total Trucks, U.S.	71,405	62,700	72,947	298,017	1,109,361	1,197,190

CANADIAN TRUCK PRODUCTION

	Week Ended May 4, 1985	Week Ended May 5, 1984	Week Ended April 27, 1985	April Est.	Jan. 1 to May 5, 1984	Jan. 1 to May 4, 1985
CHRYSLER	8,760	8,903	8,885	36,221	127,208	148,201
FORD	3,648	3,423	3,670	16,450	57,928	62,100
GENERAL MOTORS	6,248	5,801	6,067	25,387	111,558	103,773
INTERNATIONAL	265	160	270	1,078	2,533	4,243
Total Trucks, Canada	18,921	18,287	18,892	79,136	299,227	318,317
N. American Trucks	90,326	80,987	91,839	377,153	1,408,586	1,515,507

☆—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.